



ABSTRACT OF THE DISCLOSURE

A system for providing customized text content ratings and recommendations based on information concerning the text content that a customer has previously read.

The system includes a book database, a customer database, a database server, and a
5 web server. The customer performs a book registration function followed by a book rating function. In the registration function, information regarding texts that the customer has previously read is compiled and stored in the customer database. In the rating function, the customer establishes text product that he is considering buying.

10 The server searches keyword data of the customer database based on keywords associated with the chosen product. The database server determines one or more books or other text product having the most matching keywords and ranks the products according to a scale, and presents a rating information for the chosen text product keyed to the closest text the customer has read.

15